

<i>SERFF Tracking Number:</i>	<i>AEGJ-127143346</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Transamerica Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>48611</i>
<i>Company Tracking Number:</i>	<i>ADV TLC NFL EN 0211</i>		
<i>TOI:</i>	<i>LTC05I Individual Long Term Care - Nursing Home &amp; Home Health Care</i>	<i>Sub-TOI:</i>	<i>LTC05I.001 Qualified</i>
<i>Product Name:</i>	<i>TLC NFL EN 0211</i>		
<i>Project Name/Number:</i>	<i>ADV TLC NFL EN 0211/ADV TLC NFL EN 0211</i>		

## Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: TLC NFL EN 0211

TOI: LTC05I Individual Long Term Care -  
Nursing Home & Home Health Care

Sub-TOI: LTC05I.001 Qualified

SERFF Tr Num: AEGJ-127143346 State: Arkansas

SERFF Status: Closed-Filed-  
Closed

Co Tr Num: ADV TLC NFL EN  
0211

State Tr Num: 48611

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer,  
Stephanie Fowler

Authors: Julie Maclin, Joan  
Shumaker, Patsy Holt

Date Submitted: 04/28/2011

Disposition Date: 05/04/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: ADV TLC NFL EN 0211

Project Number: ADV TLC NFL EN 0211

Requested Filing Mode:

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments: Not required to file  
in Iowa, our state of domicile.

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 05/04/2011

State Status Changed: 05/04/2011

Deemer Date:

Submitted By: Patsy Holt

Created By: Julie Maclin

Corresponding Filing Tracking Number: TLC  
NFL EN 0211

Filing Description:

Please see the cover letter under supporting documents section.

## Company and Contact

### Filing Contact Information

SERFF Tracking Number: AEGJ-127143346 State: Arkansas  
 Filing Company: Transamerica Life Insurance Company State Tracking Number: 48611  
 Company Tracking Number: ADV TLC NFL EN 0211  
 TOI: LTC05I Individual Long Term Care - Nursing Sub-TOI: LTC05I.001 Qualified  
 Home & Home Health Care  
 Product Name: TLC NFL EN 0211  
 Project Name/Number: ADV TLC NFL EN 0211/ADV TLC NFL EN 0211

Julie Maclin, Senior Policy Analyst julie.maclin@transamerica.com  
 P.O. Box 93007 800-553-7600 [Phone] 3446 [Ext]  
 Hurst, TX 76053-3007 817-285-3394 [FAX]

#### Filing Company Information

Transamerica Life Insurance Company	CoCode: 86231	State of Domicile: Iowa
P O Box 93005	Group Code: 468	Company Type:
Hurst, TX 76053-3005	Group Name:	State ID Number:
(800) 553-7600 ext. [Phone]	FEIN Number: 39-0989781	

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#### Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	\$50.00 per ad x 1 = \$50.00
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$50.00	04/28/2011	47042202

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	05/04/2011	05/04/2011

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## Disposition

Disposition Date: 05/04/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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TOI:	LTC05I Individual Long Term Care - Nursing Home & Home Health Care	Sub-TOI:	LTC05I.001 Qualified
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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover Letter	Filed-Closed	Yes
Form	Unpaid Endorsement	Filed-Closed	Yes

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Filing Company: Transamerica Life Insurance Company State Tracking Number: 48611

Company Tracking Number: ADV TLC NFL EN 0211

TOI: LTC05I Individual Long Term Care - Nursing Sub-TOI: LTC05I.001 Qualified  
Home & Home Health Care

Product Name: TLC NFL EN 0211

Project Name/Number: ADV TLC NFL EN 0211/ADV TLC NFL EN 0211

## Form Schedule

**Lead Form Number: TLC NFL EN 0211**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 05/04/2011	TLC NFL EN 0211	Advertising	Unpaid Endorsement Initial			0.000	TLC NFL EN 0211.pdf



# TRANSCARE®

A Plan Designed for a Changing Future®

INDIVIDUAL LONG TERM CARE INSURANCE

"When I was on the field, I did my job as a 9 time Pro Bowler . Now that I'm off the field, I am doing my part to help protect me, my family and my assets from the high cost of long term care services by submitting an application for the NFL long term care insurance program. I encourage you to do the same."

*-Mike Haynes*



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	<i>Home &amp; Home Health Care</i>		
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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status</b>
<b>Satisfied - Item:</b>	Cover Letter	Filed-Closed	<b>Date:</b> 05/04/2011
<b>Comments:</b>			
<b>Attachment:</b>			
AR filing ltr single form.pdf			





Home Office: Cedar Rapids, Iowa  
Long Term Care Division  
P O Box 95302  
Hurst, Texas 76053-5302  
800-553-7600, ext 3446  
julie.maclin@transamerica.com

April 27, 2011

Commissioner Jay Bradford  
1200 West Third Street  
Little Rock, AR 72201

RE: **Long Term Care Advertising**  
**NAIC #:** 86231  
**FEIN #:** 39-0989781  
**Form # / Description:** TLC NFL EN 0211 Unpaid Endorsement

Dear Commissioner Bradford:

Enclosed is the referenced form submitted for your review and approval. This form is not intended to replace any previously approved form.

This form will be used to solicit policy form TLC 1-FP (AR) 206, et al., which was approved by your department on May 30, 2006.

It is our intention to use this form in both paper and electronic form.

We trust that this form will meet with your approval. If you have any questions, please let me know.

Sincerely,

A handwritten signature in black ink that reads "Julie A. Maclin". The signature is written in a cursive, flowing style.

Julie A. Maclin, ACS  
Senior Advertising Analyst  
Long Term Care Division